ABSTRACT

METHOD AND SYSTEM FOR PROVIDING SECONDARY INTERNET ACCESS FEATURES BY INTERCEPTING PRIMARY BROWSER WINDOW LOCATORS

A method and system for providing secondary internet access features by intercepting primary browser window locators provides for informing and advertising to Internet users with content targeted to the locators activated by the user in a primary browser window. Advertisements or other relevant information are displayed in a secondary browser window after a locator match is detected in a list of targeted locators. The locator may be a URL activated by the user or may be a search key entered in a search engine or search directory search field. The locator is looked up in a local list and if the locator is present in the list, a secondary window may be activated that displays secondary content associated with the locator. If the locator is a next URL for the primary browser window, activation of the URL may be blocked. If a user activates a second locator in the secondary browser window, it may be transferred to the primary browser window and the secondary browser window may then be hidden.